



Edible Oils in Estonia

November 2025

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Edible Oils in Estonia - Category analysis

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Olive oil offers a growth area thanks to healthy Mediterranean image

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Modest value growth amid stagnant demand

Olive oil shows dynamism

WHAT'S NEXT?

Modest growth expected as key categories remain saturated

Health and wellness trends will begin to shape consumer preferences

COMPETITIVE LANDSCAPE

Market leader Scanola Baltic faces rising competition

Armesta benefits from growing popularity of olive oil

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Supermarkets and hypermarkets dominate edible oils distribution

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Stagnant performance as prices continue to rise

Health and wellness trend has growing influence of purchasing decisions

Strong preference for local and traditional products

WHAT'S NEXT?

Cooking ingredients and meals will face ongoing challenges

Positive forecast for olive oil while sauces will suffer from stagnation

Private label will continue to gain traction

COMPETITIVE LANDSCAPE

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